

DOCUMENT RESUME

ED 362 121

HE 026 729

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 TITLE A Skeptic among Scholars: August Fruge on University Publishing.
 REPORT NO ISBN-0-520-08426-8
 PUB DATE 93
 NOTE 365p.
 AVAILABLE FROM University of California Press, 2120 Berkeley Way, Berkeley, CA 94720 (paperback: ISBN-0-520-08426-8, \$12; clothbound: ISBN-0-520-07733-4, \$40).
 PUB TYPE Books (010) -- Historical Materials (060)
 EDRS PRICE Document Not Available from EDRS.
 DESCRIPTORS Art History; Classical Literature; Faculty Publishing; Higher Education; Intellectual History; Literary History; Modern History; North American Literature; Poetry; Publications; *Publishing Industry
 IDENTIFIERS Fruge (August); *University of California Berkeley; *University Presses

ABSTRACT

This memoir describes August Fruge's 32 years as head of the University of California Press. Early chapters describe Berkeley, where the press is located, in the 1940s, conflicts with the Printing Department, the role of the faculty-run editorial committee, and setting new directions for the press. Three chapters describe looking for titles to publish, some for a classical history and literature series, others from and about Latin America, others on Asia. One chapter describes the acquisition and publishing of two best sellers, "Ishi in Two Worlds: A Biography of the Last Wild Indian in North America" and "The Teachings of Don Juan: A Yaqui Way of Knowledge." Other chapters describe the evolution of "Film Quarterly," a venture in publishing the decoded works of Samuel Pepys, publication of Mark Twain's works, publishing foreign language poetry, conflicts with current and new poets working in English, and publishing the poetry of Ezra Pound. The press also published works of art history including books on Cezanne, American Indian art, Lebrun, and many others. One chapter discusses book design and printing and another editing and working with authors. Final chapters recall financial conflicts, the advent of the computer, and retirement. The book concludes with a section entitled "Addenda: Alternative Views," containing essays by Hugh Kenner and James Clark called, respectively, "God, Swahili, Bandicoots, and Euorphia" and "Publishing 'The Plan of St. Gall.'" An index is included. (JB)

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